

ORDER



Orders
Order / Rev: 721516
Alt Order #:
Product Desc: 10/11-10/15
Estimate: 12408
Flight Dates: 10/11/12 - 10/15/12
Original Date / Rev: 10/15/12 / 10/15/12
Order Type: Political

KSDK

Primary AE: Local House
Sales Office: KSDK
Sales Region: LOC

Agency
Name: Media Strategies
Buying Contact:
Billing Contact:
 11350 Randon Hills Road, Suite 670
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Enyart,B / D / Congress (DCCC)
Demographic: A25-54
Product Codes: PL-US House Representative
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	53	\$49,410.00	\$41,998.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	53	\$49,410.00	\$41,998.50	0.00
Totals	53	\$49,410.00	\$41,998.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Local House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSDK	10/15/12	10/15/12	M-F 5-6A 5-6a	CM	5-6A	M-----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$300.00		0.00			
2	KSDK	10/11/12	10/12/12	M-F 5-6A 5-6a	CM	5-6A	---11--	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---11--					2	\$250.00		0.00			
3	KSDK	10/11/12	10/12/12	M-F 6-7A 6-7a	CM	6-7A	---11--	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---11--					2	\$750.00		0.00			
4	KSDK	10/15/12	10/15/12	M-F 6-7A 6-7a	CM	6-7A	M-----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$900.00		0.00			
5	KSDK	10/11/12	10/12/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	---22--	:30	4	\$675.00	P-2	0.00	NM	4	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---22--					4	\$675.00		0.00			
6	KSDK	10/15/12	10/15/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	M-----	:30	2	\$825.00	P-2	0.00	NM	2	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					2	\$825.00		0.00			

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Advertiser: Enyart,B / D / Congress (DCCC)
 Product Desc: 10/11-10/15
 Estimate: 12408

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	KSDK	10/13/12	10/13/12	SAT TDY NBC Today Show (Sa)	CM	7-9A	-----S-	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1				\$400.00		0.00			
8	KSDK	10/13/12	10/13/12	Sat 9a Sat 9-10a	CM	9-10A	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1				\$600.00		0.00			
9	KSDK	10/14/12	10/14/12	Sun 6-7A Sun 6-7A	CM	6-7A	-----S	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1				\$300.00		0.00			
10	KSDK	10/14/12	10/14/12	SUN TDY NBC Today Show (Su)	CM	7-8A	-----S	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1				\$400.00		0.00			
11	KSDK	10/11/12	10/11/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A	---T---	:30	1	\$525.00	P-2	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---T---		1				\$525.00		0.00			
12	KSDK	10/11/12	10/12/12	M-F 10-11A News at 10am	CM	10-11A	---11--	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---11--		2				\$200.00		0.00			
13	KSDK	10/15/12	10/15/12	M-F Noon News Noon News	CM	12-1230p	M-----	:30	1	\$525.00	P-2	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1				\$525.00		0.00			
14	KSDK	10/12/12	10/12/12	M-F 1230-1p Show Me St. Louis	CM	1230-1p	----F--	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	----F--		1				\$250.00		0.00			
15	KSDK	10/11/12	10/12/12	M-F 3-4p Ellen	CM	3-4p	---TF--	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---TF--		2				\$450.00		0.00			
16	KSDK	10/15/12	10/15/12	M-F 3-4p Ellen	CM	3-4p	M-----	:30	1	\$560.00	P-2	0.00	NM	1	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1				\$560.00		0.00			
17	KSDK	10/15/12	10/15/12	M-F 430-5p Jeopardy	CM	430-5p	M-----	:30	1	\$825.00	P-2	0.00	NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1				\$825.00		0.00			
18	KSDK	10/11/12	10/12/12	M-F 430-5p Jeopardy	CM	430-5p	---11--	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---11--		2				\$750.00		0.00			
19	KSDK	10/11/12	10/12/12	M-F 4P News News 5 at Four	CM	4-430P	---11--	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---11--		2				\$600.00		0.00			
20	KSDK	10/15/12	10/15/12	M-F 4P News News 5 at Four	CM	4-430P	M-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1				\$750.00		0.00			
21	KSDK	10/11/12	10/12/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	---11--	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
21	KSDK	10/11/12	10/12/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	---11--	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	---11--		2			\$1,500.00		0.00				
22	KSDK	10/15/12	10/15/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	M-----	:30	1	\$1,875.00	P-2	0.00	NM	1	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	M-----		1			\$1,875.00		0.00				
23	KSDK	10/11/12	10/12/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	---11--	:30	2	\$1,650.00	P-2	0.00	NM	2	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	---11--		2			\$1,650.00		0.00				
24	KSDK	10/15/12	10/15/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	M-----	:30	1	\$2,025.00	P-2	0.00	NM	1	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	M-----		1			\$2,025.00		0.00				
25	KSDK	10/13/12	10/13/12	Sat 6p News Channel 5 at 6P Sat	CM	6-630P	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	-----S-		1			\$750.00		0.00				
26	KSDK	10/14/12	10/14/12	NC5 at 5P Sun News Channel 5 at 5P Sun	CM	5-530P	-----S	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	-----S		1			\$750.00		0.00				
27	KSDK	10/11/12	10/12/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	---11--	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	---11--		2			\$1,500.00		0.00				
28	KSDK	10/15/12	10/15/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	M-----	:30	1	\$1,950.00	P-2	0.00	NM	1	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	M-----		1			\$1,950.00		0.00				
E 29	KSDK	10/13/12	10/13/12	630-7P Wheel Sat 630-7P Wheel of Fortune Sat	CM	630-7P	-----S-	:30	1	\$750.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	-----S-		1			\$750.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KSDK	10/08/12-10/14/12	630-7P Wheel Sat		630-7P	-----Sa--	:30		(\$750.00)		0.00	NM		
	Credited [credit]														
30	KSDK	10/15/12	10/15/12	Mon Prime Other The Voice	CM	7-9p	M-----	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	M-----		1			\$3,500.00		0.00				
31	KSDK	10/11/12	10/11/12	Prime Political Program VP Debate	CM	VP Debate 8-10p (8:00 PM-10:00 PM)	---T---	:30	1	\$2,000.00	P-3	0.00	NM	3	\$1,975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	---T---		1			\$2,000.00		0.00				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
31	KSDK	10/11/12	10/11/12	Prime Political Program VP Debate	CM	VP Debate 8-10p (8:00 PM-10:00 PM)	---T---	:30	1	\$2,000.00	P-3	0.00	NM	3	\$1,975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/08/12	10/14/12	---T---		1		\$2,000.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/08/12-10/14/12		Prime Political Program See MG 31.2,31.3,31.4 [did not air- vp debate]		VP Debate 8-10p	---Th---	:30		(\$2,000.00)		0.00	NM		
2	KSDK	10/15/12-10/15/12		M-F 10-11A Ⓜ MG for 31.1 10/11 [n/a]		10-11A	M-----	:30		\$250.00		0.00	NM		
3	KSDK	10/15/12-10/15/12		Tonight Show Ⓜ MG for 31.1 10/11 [n/a]		1035-1137p	M-----	:30		\$675.00		0.00	NM		
4	KSDK	10/14/12-10/14/12		NC5 at 5P Sun Ⓜ MG for 31.1 10/11 [n/a]		5-530P	-----Su	:30		\$1,050.00		0.00	NM		
32	KSDK	10/12/12	10/12/12	Fri Prime C Dateline	CM	9-10P	----F--	:30	1	\$2,250.00	P-2	0.00	NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/08/12	10/14/12	----F--		1		\$2,250.00		0.00					
33	KSDK	10/11/12	10/12/12	LN (M-F) LN (M-F)	CM	10-1035p	---11--	:30	2	\$1,800.00	P-2	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/08/12	10/14/12	---11--		2		\$1,800.00		0.00					
34	KSDK	10/15/12	10/15/12	LN (M-F) LN (M-F)	CM	10-1035p	M-----	:30	1	\$2,250.00	P-2	0.00	NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/15/12	10/21/12	M-----		1		\$2,250.00		0.00					
35	KSDK	10/13/12	10/13/12	LN (Sa) LN (Sa)	CM	10-1035p	-----S-	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/08/12	10/14/12	-----S-		1		\$1,800.00		0.00					
E 36	KSDK	10/11/12	10/12/12	Tonight Show Tonight Show	CM	1035-1137p	---11--	:30	2	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/08/12	10/14/12	---11--		2		\$450.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KSDK	10/08/12-10/14/12		Tonight Show Credited [credit]		1035-1137p	---ThF---	:30		(\$450.00)		0.00	NM		
E 37	KSDK	10/11/12	10/12/12	Late Night Late Night w/Jimmy Fallon	CM	1135p-1235x	---12--	:30	3	\$125.00	P-3	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/08/12	10/14/12	---12--		3		\$125.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KSDK	10/08/12-10/14/12		Late Night Credited [credit]		1135p-1235x	---ThF---	:30		(\$125.00)		0.00	NM		
Totals													53	\$49,410.00	